



## **DirectBuy Appoints Joe Yast as Vice-President and General Counsel**

Merrillville, IN, May 16, 2007 --(PR.com)-- [DirectBuy](#), the leading members-only showroom and home design center that offers merchandise at manufacturer-direct prices is proud to announce that Joe Yast has been named Vice-President and General Counsel. Yast's history with DirectBuy dates back over 30 years, when Yast worked his way through law school at the original United Consumers Club showroom in Highland, Ind., and delivered furniture to members.

As Vice-President and General Counsel, Yast will review and approve all contract matters for DirectBuy, address member and franchisee issues, oversee franchise agreement compliance, handle any and all litigation matters and provide general legal advice to the various departments in the company. In addition, as a DirectBuy officer, Yast will work with the rest of the executive management team to make and implement company policy and resolve issues affecting the company and its operations.

"I enjoy the opportunity to participate as a company officer in identifying, discussing and analyzing all the leading-edge issues our business is facing on a multitude of levels as it grows, and framing sound, workable solutions in the best interests of our franchisees, the DirectBuy brand, and most of all, our members," said Yast.

A 1977 cum laude graduate of the University of Chicago Law School, Yast has nearly 30 years of legal experience. After graduating, he worked as a law-clerk for a Justice of the Supreme Judicial Court of Massachusetts in Boston, before entering private practice with Lord, Bissell & Brook in Chicago, where he specialized in business and commercial litigation and later became a partner. Yast opened his own successful business litigation practice, the Law Office of C. Joseph Yast, in 1992, where DirectBuy was a top client.

### About DirectBuy:

For more than 35 years, [DirectBuy](#) has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes - from furniture, carpet and flooring, and custom window treatments, to kitchen and bath cabinets and fixtures, appliances and much, much more.

DirectBuy enables members to purchase most every product offering from several hundred manufacturers and their authorized suppliers at over 130 showrooms across North America. To request a "Free Insider's Guide to Buying Direct" and a Visitor's Pass to learn more about the superior value and benefits of a DirectBuy membership, visit [www.DirectBuy.com](http://www.DirectBuy.com) or [www.DirectBuyCares.com](http://www.DirectBuyCares.com)

###



**Contact Information:**

DirectBuy  
Sara Shragal  
219-736-1100 ext. 365  
sshragal@directbuy.com  
<http://www.directbuy.com/>

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/38714>

**News Image:**

